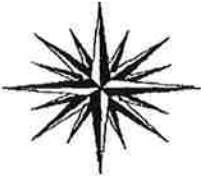


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BECKETT BROWN INTERNATIONAL, INC.

Strategic Intelligence and Business Information Services

**INTELLIGENCE ANALYSIS FOR DOW GLOBAL
TRENDS TRACKING TEAM:
Activists, Issues and Trends**

August 25, 1999

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The integral activist network throughout Louisiana stands as a model of success for established and developing national and international environmental groups. Activist networks throughout Europe have more influence on industry and government than groups in other parts of the world. This is due, in part, to more public recognition and concern for the issues. The environmental groups and activist networks of Europe are far more organized and respected and play a central part in defining government and industry environmental policies.

Environmentalists and activists follow erratic patterns of tracking and campaigning environmental concerns. Environmental concerns turn into campaigns when they become personal problems for citizens. Those persons that are the most vulnerable and exploitable will become the starting points for most environmental campaigns. This was most evident in the case of leaching phthalates from infant and children's toys. Though all scientific findings were still being disputed, Greenpeace and other organizations stigmatized the use of phthalates in children's products. The trend of these organizations is guilt before innocence.

Once an issue is established, each niche of that issue is then analyzed and assessed for public impact and success rate. Large environmental groups will recruit smaller, regional groups that track the same issues. Many times the larger and more influential groups can compliment the work of the smaller groups by bringing an issue to the national spotlight.

The fastest growing trend in the environmental movement is exposing and breaking the cycle of industry's power over government officials. It can be expected that activist and environmental organizations will try to sway voters by exposing possible money trails from industry to government officials. They will also make public all environmental issues and endorse the candidates that are 'environmental friendly' and condemn those running who seem to be driven by industry funding.

Note: In addition to the following information, please refer to BBI's Dioxin Assessment and Intelligence Analysis: Louisiana Activists and Industry Vulnerability, composed for Ketchum Communications.

DIOXIN

Dioxin will continue to be a worldwide environmental issue. In the last two years, recognition of the dioxin issue is estimated to have risen 30%. Environmental organizations are bringing the dioxin issue into the spotlight through health surveys of contaminated areas.

In the spring of 1999, the EPA and the ATSDR conducted a blood screening of 28 Lake Charles area residents. The tests revealed varying degrees of dioxin exposure, but more importantly, it made public tangible evidence of contamination in humans. With the success of this testing, national environmental groups are now applying for grants that will provide funds for research. It is important for the environmental groups to conduct their own testing as to avoid the possibility that groups such as the EPA and ATSDR may be influenced by industry.

Dioxin and other POP's are currently being studied for their effects on children's health. In Louisiana activists are encouraging doctors to examine the possibility that POP's cause learning disabilities and ADHD. Activists watch closely, the testing methods and results of all research

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that could be used to strengthen their case against industry. Currently, activists are awaiting results from tests that may reveal that large amounts of dioxin in the blood and breastmilk of new mothers may cause their children to have lower IQ's.

In addition to studies on breastmilk, there is a more public recognition of the possible health problems of women caused by dioxin exposure. Workshops and studies are being held by such groups as the National Endometriosis Association, the Communities for a Better Environment and the Toxics Link Coalition to help educate women on the possible side effects of environmental pollutants. MEAN is currently running a community education series for women of Mossville and surrounding areas.

Industry can expect trends in the anti-dioxin campaign where food contamination is the issue. The recent 'food scare' in Europe has strengthened the fight against POP contamination of food supplies. Around the world, dozens of countries acted within days to ban potentially contaminated meat and dairy products. Even countries with few consumer protection policies, such as the Philippines and Indonesia, embargoed and seized suspected tainted foods. Local Louisiana activists are working to expose dioxin exposure in poultry and fish supplies. This summer Greenpeace and local Louisiana activists posted signs in contaminated areas warning residents of the danger of eating fish from the waters of the Lake Charles area. The local fishermen are considering researching the viability of a lawsuit against industry for the contamination and degradation of the fishing areas. This could heavily impact the issue of waste removal and dumping into local water.

ENDOCRINE DISRUPTION

The issue of endocrine disruption has yet to permeate, at great levels, the activist world. It is, though, one of the fastest growing concerns among environmental organizations. The World Wildlife Fund and the Sierra Club have promoted the issue far more extensively than any other environmental organization. Theo Colborn, WWF's top research scientist, is the world's preeminent expert on this subject.

The complexity of endocrine disruption makes it the most difficult facet of the fight against toxic pollution. There are a vast number of chemicals and pesticides that can be characterized as endocrine disrupters. Even more staggering is the amount of scientific testing that has been done, and will continue to be done to prove the rate of exposure at which these chemicals cause harm. Dr. Ted Schettler, President of the Greater Boston Physician for Social Responsibility, has worked with local Louisiana groups and Greenpeace to educate them on the effects of ED. The ATSDR has received much criticism from Louisiana activists for its report on dioxin and its lack of recognition concerning the cognitive and hormonal damage caused by minimal dioxin exposure.

Health Care Without Harm has also played an influential role in the issue of ED and rate of exposure. Almost unknown in the mid-1990's, HCWH is now a well known and highly respected environmental health organization. They concentrate on the overall effects of dioxin and mercury exposure and their related effects as ED's. HCWH works with such groups as

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Physicians for Social Responsibility, the Institute for Agriculture and Trade Policy and the Center for Health and Environmental Justice.

Another highly recognized expert on ED is Dr. Frederick Vom Saal. Dr. Vom Saal has collaborated extensively with Theo Colborn and is often called upon to participate in press conferences to release activist studies on ED's. Vom Saal's primary research concerns Bisphenol A and the low-dose theory. His studies also suggest that even miniscule doses of some chemicals have negative effects on human health. If the low-dose theory is ever proven valid, it would bolster the activist belief in the precautionary principle. Dr. Vom Saal was invited by the Society of Toxicology to be a guest speaker at their panel on the low-dose theory. When Dr. Vom Saal failed to attend, it was speculated that he was unwilling to have his findings scrutinized by trained toxicologists.

RIGHT-TO-KNOW

The activist groups in Louisiana have developed strong working relationships with their representatives at the EPA, USGS, NOAA, and the LADEQ. The activist groups have held quarterly meetings with the EPA and industry. Additionally, many activists hold positions on community-industry relations panels, such as Conoco's Community Advisory Panel. Activists come well prepared for the meetings and have become skilled in recognizing any industry "greenwashing."

MEAN and CLEAN are both working to take a stand against the LEDQ for violating the President's Executive Order #12898. They are accusing the LEDQ of violating the Order by not working with the communities, but rather using the meetings to facilitate their own agendas. They criticize the LEDQ for not expanding on the findings of the ATSDR's dioxin exposure tests. Instead using the results of the 28 individuals as a representative of the total population of the Lake Charles area, they are instead examining the backgrounds of each individual. The local groups have educated themselves with their rights under the Freedom of Information Act. Under the FOIA, MEAN has requested all data, reports, lab analysis and communications regarding the dioxin tests.

Local activist groups and large environmental organizations have become educated in all aspects of the permitting processes and contamination investigations. Through their collaboration with EPA and USGS persons, CLEAN has been successful in obtaining and analyzing data about estuary and groundwater contamination. By researching and tracking the permitting process of PPG's incinerators, they were able to reveal that in 1996, PPG was forced to shut down one of their best incinerators due to high dioxin levels. They discovered that, for years, the incinerator was generating enough dioxin to validate their belief that PPG is the predominant source of dioxin pollution in the estuary and Mossville. Upon these findings, it was suggested that, in the hands of an empathetic attorney, this information could be the basis for an environmental justice lawsuit that could lead to the shutting down on all area incinerators. Additionally funds are being sought by local activists to set up a "flare cam" system with which they can monitor emissions from plants and factories.

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Other agencies used by environmental groups include the Toxic Release Inventory, the Environmental Working Groups Clearinghouse on Environmental Advocacy and Research and Mapcruzin.com.

As the local activists become more educated in recognizing the possibility of imminent hazards, they are becoming a very important facet of industry actions and policies. This, in addition to strong ties with prominent environmentalists and environmental organizations, will become the norm for all emerging environmental actions.

The environmental justice movement in Louisiana peaked with the battle against Shintech. Greenpeace, and the local environmental groups, were recognized by the EPA for their trend-setting work on this issue. The environmental justice movement in Louisiana brought to Lake Charles major political and religious figures including NEJAC, NAACP, the Congressional Black Caucus and various African American representatives and senators.

Greenpeace is now allied with MEAN solely on the basis that it is an African American group. GP has accused the CLEAN of being racist because CLEAN refuses to focus their funds and efforts solely on the plight of the poor black communities and the environmental justice issue.

GP has worked with local citizens in Louisiana to convince them that industry pollution is a direct violation of their civil rights, but only if they are black. GP sponsored MEAN Vice President, Haki Vincent to speak before the World Court and at the April meeting of the UN Human Rights Commission. Mr. Vincent, an African American, was coached by Damu Smith of Greenpeace to convey before the Court, the plight of the citizens of Mossville. Additionally, GP has invited another Mossville citizen, David Prince, to join them at the INC3 in Geneva this September. David Prince was one of the members of the Mossville community that was tested by the ATSDR and was found to have high levels of dioxin in his blood. It should be noted that Mr. Prince is not from the Lake Charles area, but moved there later in life. The money donated to GP and by GP for use in the Louisiana movement was slated only for African American communities and organizations. International Possibilities Unlimited and the Preamble Policy Center were the primary sponsors for any African American brought overseas by GP.

The environmental justice issue will continue to be the backbone of the anti-industry movement throughout the United States. The trend in the environmental justice movement will be in the development and usage of clean production. By finding and promoting alternatives, the areas that are effected by environmental pollution will win the war on environmental justice without having to fight racism. Because proving and fighting racism can be a never-ending battle, it is likely that the environmental justice movement will fall under the broader spectrum of environmentalism. Environmental injustices will be fought by the implementation of clean production and sustainable development.

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Dow Global Trends Tracking 2
September 1999

Anti-GE Activism in the United States

In the last few months, the GE issue in the US has taken on a much higher level of critical debate. As of now, GP is the leading US environmental group on this issue. They are planning a staff increase of six and are forming an extensive network of volunteers. With the efforts of GP throughout Europe and Japan, GE products have been tainted worldwide as "Frankenfood". GP recognizes that the food industry in the US aggressively supports GE food and they plan to attack the industry before their pro-biotech campaigns are initiated.

Last month GP hosted a strategy session with 35 other GE activists and organizations. Together they have formed a coalition to collectively battle GE products called Genetic Engineering Action Network (GEAN).

The following is a synopsis of their campaign goals and targets as known by BBI at this time:

- They will establish an 8 member "interim" coordinating committee that would take the next 6 months to organize and plan for national action on four fronts:
 - Labeling
 - Safety Assessment
 - Liability
 - Anti-Trust/Corporate Consolidation
- Those involved:
 - Mark Ritchie, Institute for Ag and Trade Policy
 - Andrew Kimbrell and Joe Mendelson, International Center for Technology Assessment
 - Ronnie Cummins, Campaign for Food Safety
 - Wendy Wendlandt, US PIRG
 - Michael Hansen and Jean Halloran, Consumers Policy Institute
 - Michael Sligh, Rural Advancement Foundation International
 - Margaret Mellon and Jane Rissler, Union of Concerned Scientists
 - Rebecca Goldberg, Environmental Defense Fund
 - Bill Christison, National Family Farm Coalition
 - Peter Rosset, Institute for Food and Development Policy (Food First!)
 - Mark Lappe, Center for Ethics and Toxics
 - Betsy Lydon, Mothers & Others
 - Laura Ticiatti, Mothers for Natural Law
 - Chad Dobson, Consumers Choice Council
 - Craig Winters, The Campaign to Label GE Foods

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- Jeff Wise, National Environmental Trust
 - Larry Bohlen, Friends of the Earth
 - Sierra Club
 - Ellen Hickey, Pesticide Action Network
 - Brian Halweil, World Watch
 - Mary Teitel, Council for Responsible Genetics
- They are also hoping to recruit various scientists, doctors and religious/corporate responsibility organizations

*There has not been a public announcement of the formation of GEAN. This is confidential information. Goals, strategies, and platforms are now being developed under the guidance of Charles Margulis. The people listed above are the foremost anti-GE activists in the US. The only other person of significance that is not included, for reasons unknown, is Jeremy Rifkin.

*Actions are being planned by GP and other activist groups for the WTO meeting in Seattle in November. No details yet.

Louisiana

- John Stansbury of the Altman Foundation and the Kapor Foundation spent a week in Lake Charles. He met with members of all activist groups. His visit is very significant as he can play a substantial role in funding and group relations. Two of his goals include mending the relationship between MEAN and CLEAN and stopping racist accusations.
- CLEAN, RESTORE and Harold Schoeffler of the the Sierra Club will be meeting on October 12th to discuss the formation of a Louisiana coalition.
- CLEAN interested in forming an alliance with local schools to counteract "propaganda" that industry may be introducing into schools.
- CLEAN is preparing to stop the permitting process of Dynergy. They are holding a public meeting on the 7th of October at the Vincent Settlement School to discuss the permits.